



Australian Government

SITSS00022 Product Development for International Markets

Release: 1

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Modification History

The version details of this skill set are in the table below. The latest information is at the top.

Version	Comments
1.0	New skill set.

Description

Not applicable.

Pathways Information

Achievement of these units provides credit towards a number of tourism, travel and hospitality Advanced Diploma qualifications.

Licensing/Regulatory Information

No licensing, legislative, regulatory or certification requirements apply to this skill set at the time of endorsement.

Skill Set Requirements

Units	Unit Code	Unit Title
	BSBMKG605B	Evaluate international marketing opportunities
	SITTPPD503	Research and analyse tourism data
	SITTPPD601	Develop tourism products

Target Group

Senior tourism, travel and hospitality industry personnel working in strategic planning and product development roles for international markets.

Suggested words for Statement of Attainment

These units of competency from the SIT12 Tourism, Travel and Hospitality Training Package provide a set of skills to develop products tailored to international visitor markets.